Inbound vs. outbound

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

The two directions of marketing

- **Outbound marketing**

- In the past, if people wanted to know what products were available, they had to wait for newspapers, magazines, TV ads, or flyers to tell them
- These marketing channels are still around but they're not working very well anymore
- On the flip side, if your audience lives on these channels, it's something worth trying
- It's almost impossible to track who sees the outbound marketing ads and if any of the people who saw them actually bought your stuff

- **Inbound marketing**

- The new marketing channels are trying to drive people to go to a page where you can sell them something or collect their email addresses
- It's called inbound because you push the information out there but the customers are the ones who seek you out

- **Your content has to be less about advertising and more about providing value and establishing trust between you and your potential customers**
- Figure out what your target audience might search for on Google and create helpful content about that
- Inbound strategies are quicker, cheaper and easier to do for new businesses